

Appendix B

Discussion of Transportation Demand Strategies

DISCUSSION OF TRANSPORTATION DEMAND MANAGEMENT STRATEGIES

Transportation demand management (TDM) strategies enhance transportation system capacity to move people and goods. TDM strategies should expand the choices available to downtown workers and residents and they should provide encouragement and incentives to use transportation modes other than single occupant vehicles. Effective management of parking supply will enhance the effectiveness of TDM programs by sending price signals that encourage transit use, bicycling and walking.

Expand Choice

Strategies that expand trip choice make alternatives to automobile trips easier to use (such as increased transit service, and physical infrastructure changes) and remove barriers to use of transit, carpools, bicycles and walking (such as providing means for mid-day trips and emergency rides home).

Improve Transit Service

More people will opt to use transit if the service is frequent, reasonably fast, and reliable; easy to use; and information is easy to access and understand. Establishing and meeting standards to achieve these aims will make transit a more obvious choice for more trips. Transit priority treatments, clear route designations, and real time information at transit stops, make transit a better choice.

Bicycle Improvements

In addition to providing bike lanes, routes, bicycle wayfinding, and paths, improvements to support bicycling include amenities at trip destinations such as secure bicycle parking for commuters, shower and locker facilities, short-term bicycle parking for non-work trips, and access to space for minor repairs. Establishing a connected network of bicycle through downtown and adjacent neighborhoods will encourage greater use of bicycles.

Car Sharing

Car sharing organizations such as Flexcar, provide access to automobiles on an hourly basis. Car sharing eliminates the need to drive (or maintain) a private vehicle for occasional short trips. It also provides a cost-effective alternative to maintaining fleet vehicles for many businesses. Carsharing can be especially attractive in neighborhoods with diverse land uses, serving business and employees during the day, and residents during evenings and weekends.

Guaranteed Ride Home

Programs that provide a ride home in the event of illness, emergency, or unexpected need to work late, encourage ridesharing and transit use by eliminating concerns about unexpected or emergency transportation needs.

Walking

Maintaining and improving the pedestrian-friendly environments encourages people to choose walking for many trips. Residential and retail development will be essential to establishing walking as a major travel mode.

Ridematching

Ridematching services help people establish and expand carpools and vanpools using secure computer databases that match commuters with others who work and live in the same areas.

Alternative Work Schedules

Encouraging employees to adopt compressed work schedules reduces the burden on the transportation system by shifting trips to the off-peak hours and eliminating up to 20% of an employee's commute trips.

Telecommuting

Allowing employees to work from home or another location (such as a neighborhood telework office) reduces commute travel. Telecommuting can be a valuable TDM tool even if performed on a part-time or temporary basis.

Encourage Mode Shift

In addition to providing the means to make different choices and removing barriers to choice, TDM programs must also make people aware of the options that are available.

Bicycling Encouragement

Programs to encourage bicycling typically include information on commuting equipment, route selection and bicycle maps, information on end-of-trip facilities (parking, showers, and lockers) as well as skills training for urban bicycling.

Discounted Transit Passes and Financial Incentives

Financial incentives are a means to encouraging commuters to try a different form of travel to work. They can also promote mode shift where parking prices are low compared to the price of transit.

Parking Pricing/ Parking Cash-Out

In situations where employers pay for parking, offering a payment in lieu of free parking (parking cash-out) is a way to provide a financial incentive without eliminating an employee benefit

Transportation Cost Analysis

People tend to underestimate the costs of automobile transportation and overestimate its convenience. Conversely, people tend to overestimate the costs of other transportation choices and underestimate their convenience. Simple analysis tools help people recognize how much time and money they are spending on transportation and

demonstrate how much money and time they can save with currently available alternatives.

Manage Parking Supply

Parking management is one of the most powerful tools available to manage transportation demand. Abundant commuter parking holds parking prices down, which encourages drive-alone trips that add to congestion and reduce overall mobility. TDM efforts should seek ways to meet transportation demand with the smallest practicable amount of structured parking. TDM efforts should also seek to use existing parking spaces in ways that maximize their economic growth potential.

Land Use Code requirements and conditions can promote parking management in ways that support TDM:

- Low (or no) minimum parking requirements
- Parking maximums where appropriate
- Bicycle Parking requirements based on land use (short- and long-term)
 - Link bicycle parking requirements to land use (rather than a ratio of bicycle parking to automobile parking)
 - Develop requirements for short term and long-term bicycle parking.
 - Draft bicycle parking design guidelines (location, access, security, etc.)

Implementing TDM Programs:

The City of Seattle works with other government agencies, businesses, developers, and transit service providers to implement TDM programs. The City and its TDM partners should continue, strengthen, and expand the breadth of TDM programs

Commute Trip Reduction Networks

Existing business networks exist to promote TDM through Commute Trip Reduction (CTR) programs. Employers with 100 or more peak-period commuters at a single work site are required by law to implement CTR programs. The City of Seattle contracts with King County Metro Transit to facilitate CTR programs in SLU.

Business Associations

CTR programs geared toward larger businesses typically don't reach small employers. Working through business associations is another way to reach more employers.

Neighborhood Organizations

In mixed-use neighborhoods, working with residential and community organizations can support TDM strategies such as shared parking, car sharing, and ride sharing.

Transportation Management Associations

Transportation Management Associations (TMAs) can provide a variety of parking management and TDM services to large and small businesses. Typical functions include ridesharing promotion and facilitation (ride matching and parking); bicycle promotion and bicycle parking programs; transit pass sales and distribution; and marketing to increase mode choice awareness.

Area-wide goals and performance monitoring

Explore use of area-wide performance standards, in place of building-based or employer-based standards. Alternative approaches may reduce the costs of monitoring and compliance with land use requirements. Area-wide goals and monitoring would likely require the coordination of a TMA or similar organization.